

# **Institutional Identifiers in the Journal Supply Chain**

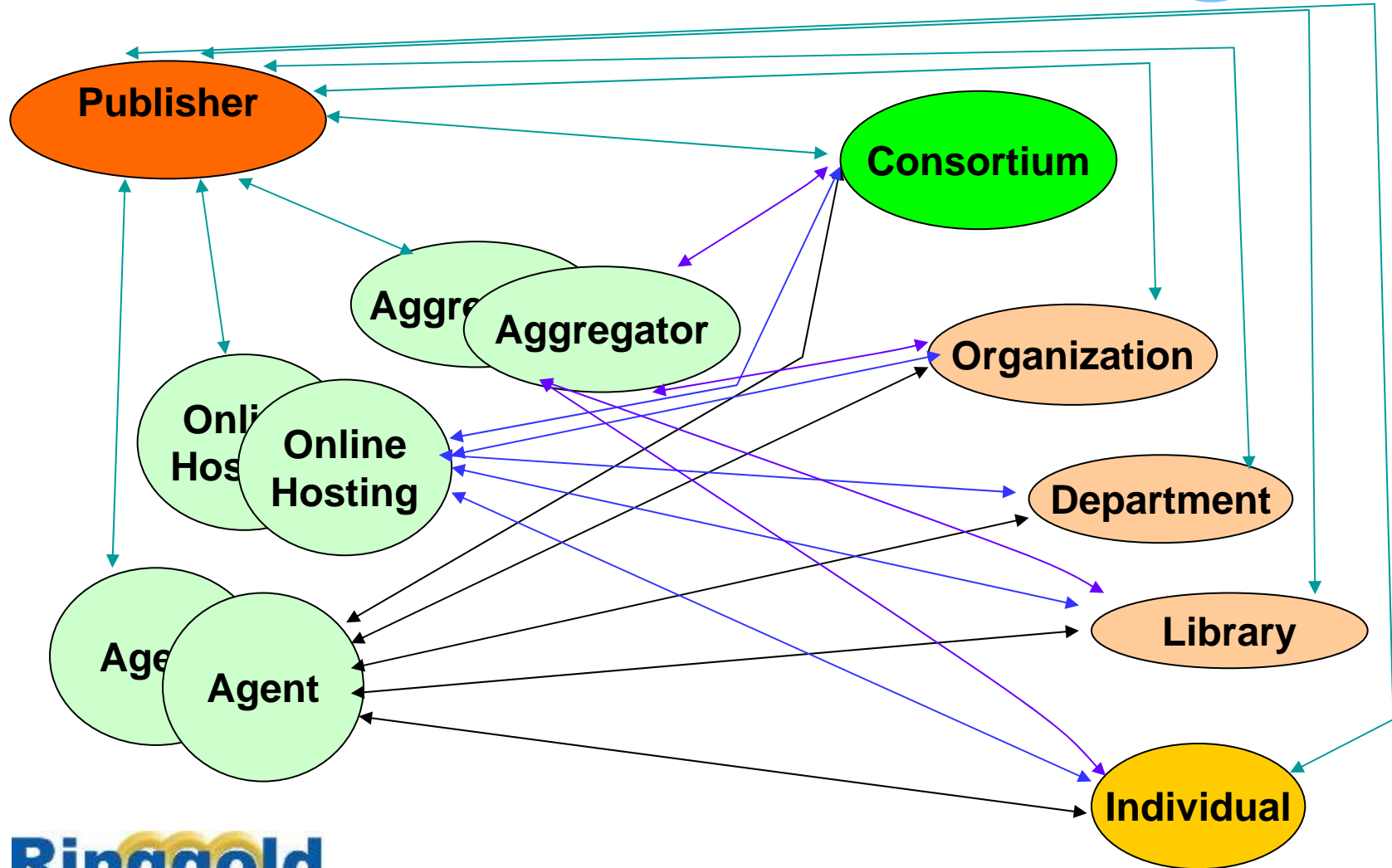
**Facilitator: Don Chvatal**  
**President**  
**Ringgold, Inc.**

E,R & L Conference  
Atlanta, Feb. 22, 2007

# Presentation - Content

1. Discuss the “Journal Supply Chain”
2. Show how institutional identifiers can
  - Fix journal supply chain problems
  - Save participants time & money
  - Improve user access to information
3. Our goal: Fix the mess

# Journal Supply Chain - Today



# How Ringgold Is Involved

- 1 ***Identify***: Publisher audits
  - 60,000 identifiers: 7241 UK institutions
2. Pilot Project: JSCEIP (Journal Supply Chain Efficiency Improvement Project)
  - Participants: HighWire Press, HighWire Press publishers, Swets, British Library & UK libraries
  - Test assumptions; map the chain

# Ringgold's Vision (and limits)

1. Improve supply chain efficiencies
  - Service to all components
2. Sustainable “value proposition”
  - Working business model
3. Defined & recognized limits: boundaries
  - Other identifiers: DUNS, SAN, ISIL
  - Institutional relationships

# Institutional Relationships

## CDC Subscriptions

B	C	D	E	F	G
Centers for Disease Cont	Atlanta	10026517	DHHS PHS CDC NIOSH	Cincinnati	OH
Centers for Disease Cont	Atlanta	10067540	Chamblee Information Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10134108	DHSS PHS CDC NIOSH	Cincinnati	OH
Centers for Disease Cont	Atlanta	10180507	CDC Ncipc Od	Atlanta	GA
Centers for Disease Cont	Atlanta	10180507	CDC NCIPC OD	Atlanta	GA
Centers for Disease Cont	Atlanta	10246364	NCHSTP Information Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10289961	CDC-PHPPO Resource Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10289961	CDC-PHPPO Resource Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10291956	CDC-NPIN	Rockville	MD
Centers for Disease Cont	Atlanta	10294087	NIOSH-Pittsburgh Res Lab	Pittsburgh	PA
Centers for Disease Cont	Atlanta	10311673	Ctrs for Disease Control & Prevention	Anchorage	AK
Centers for Disease Cont	Atlanta	10316068	CDC Information Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10389592	DHHS PHS CDC Niosh Alosch-Lib	Morgantown	WV
Centers for Disease Cont	Atlanta	10391866	CDC	Atlanta	GA
Centers for Disease Cont	Atlanta	10316068	CDC Information Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10134108	DHSS PHS CDC NIOSH	Cincinnati	OH
Centers for Disease Cont	Atlanta	10149997	DHHS PHS CDC NIOSH ALOSH	Morgantown	WV
Centers for Disease Cont	Atlanta	10246364	NCHSTP Information Ctr	Atlanta	GA
Centers for Disease Cont	Atlanta	10287269	DHAL	Atlanta	GA
Centers for Disease Cont	Atlanta	10287269	ATSDR	Atlanta	GA
Centers for Disease Cont	Atlanta	10291956	CDC-NPIN	Rockville	MD
Centers for Disease Cont	Atlanta	10345994	NIOSH	Cincinnati	OH
Centers for Disease Cont	Atlanta	10343070	DHHS PHS CDC NIOSH	Cincinnati	OH

## Harvard University

1812

City **Cambridge**  
 State/Province **MA**  
 Post Code **02138**  
 Country **USA**

Type: **academic**  
 Size: **24474**  
 Carnegie: **15**  
 Carnegie-BASIC2005: **15**  
 Carnegie-SizeSet2005: **17**

### Links

Web site [www.harvard.edu](http://www.harvard.edu)

### North East Research Libraries (NERL) Consortium Membership

[Boston College](#)  
[Boston University](#)  
[Brown University](#)  
[Columbia University](#)  
[Cornell University](#)  
[Dartmouth College](#)

### Identifiers

Unique ID: **1812**

[Other codes](#)


IPED: **166027**


#### Network Information

IP range	Network
<a href="#">128.103.0.0</a>	128.103.255.255 NET-HARVARD-UNIV
<a href="#">140.247.0.0</a>	140.247.255.255 NET-HARVARD-COLL


### Related organisations:

 [Harvard University](#) Cambridge, MA


 [Childrens Hospital Medical Center](#) Boston, MA

 [Harvard Business School](#) Boston, MA

 [Harvard College Observatory](#) Cambridge, MA

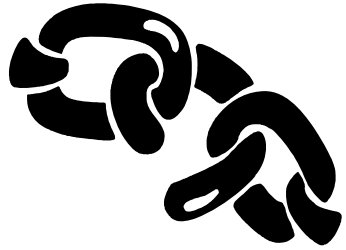
 [Harvard Law School](#) Cambridge, MA

 [Harvard Medical School](#) Boston, MA

 [Harvard School of Public Health](#) Boston, MA

Customer/Product											
All institutions	Harvard University ⊕	Childrens Hospital Medical Center ⊕	Harvard Business School ⊕	Harvard Law School ⊕	Harvard Medical School ⊕	Harvard School of Public Health ⊕	John F Kennedy School of Government ⊕	Peabody Museum of Archaeology and Ethnology ⊕	Program for Health Systems Improvement (PHSI) ⊕	Radcliffe Institute for Advanced Study ⊕	
Totals	63	38	-	-	-	18	5	2	-	-	-
	1	1	-	-	-	-	-	-	-	-	-
	1	1	-	-	-	-	-	-	-	-	-
	3	2	-	-	-	1	-	-	-	-	-
	4	2	-	-	-	1	1	-	-	-	-
	4	2	-	-	-	1	1	-	-	-	-
	2	2	-	-	-	-	-	-	-	-	-
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	5	2	-	-	-	2	1	-	-	-	-
	1	-	-	-	-	-	-	1	-	-	-





# Supply Chain Repair

1. Involves all parties
2. Standards-based

Two reality-based assumptions

... for a sustainable business model

... to insure success

# Why Involve All Parties?

1. To respect ownership of data
  - Can be delegated to “surrogates”  
(Agents & Consortia as intermediaries)
  - **“Principle of Subsidiarity”**
2. To maintain data with intelligent linking
  - Between respective parties
  - One-to-many (e.g., renewals)
  - Many-to-one (e.g., single pay agency)

# Do We Need Standards?

## (Yes - Institutional Metadata)

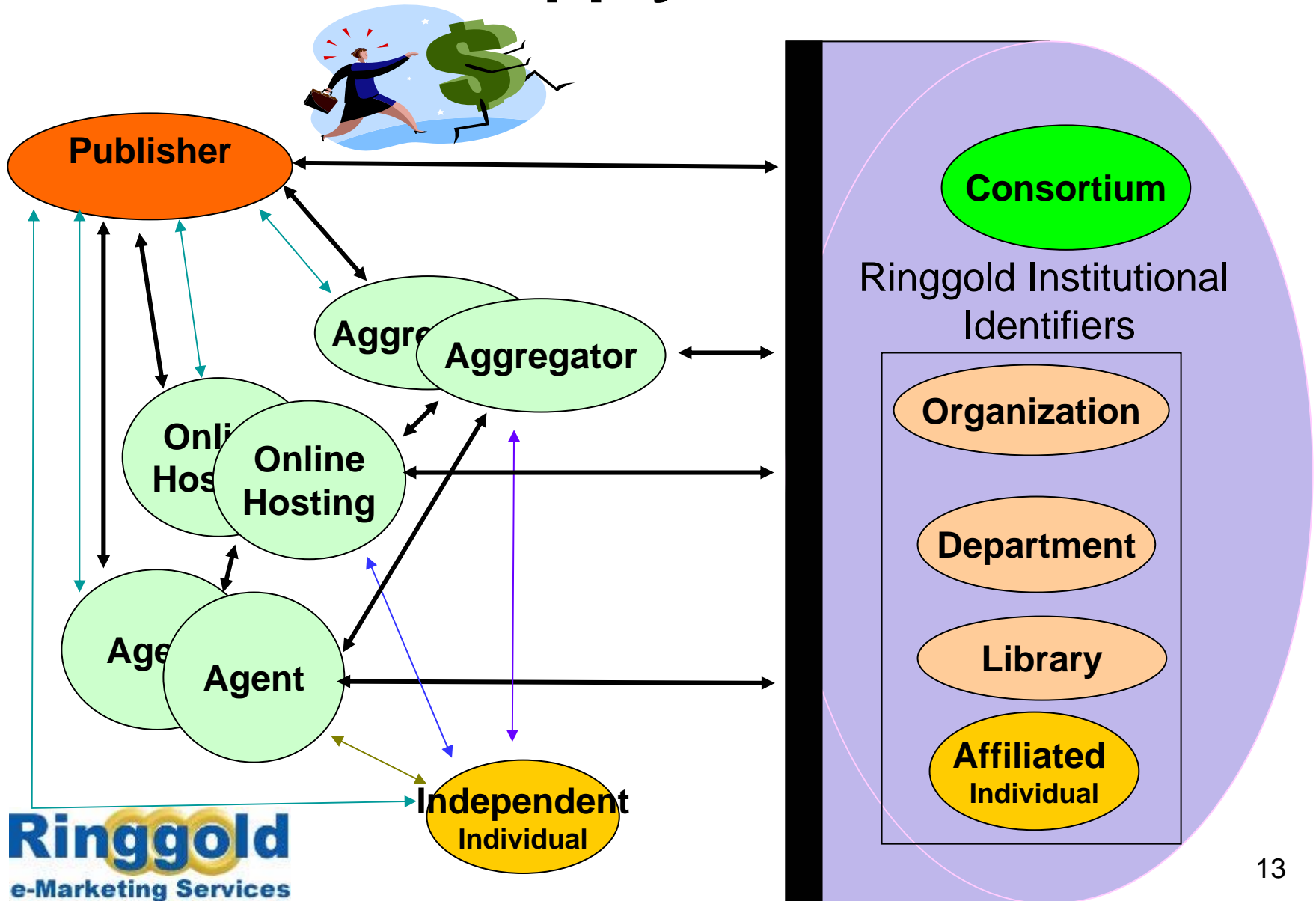
1. Metadata definitions
  - Under independent control (NISO)
2. Linking allowed: Communication formats
  - For customized data
3. Institutional hierarchic data maintained
  - Intrinsic to Ringgold's success
4. Standards are "Public" and "Open"



# Fix it: Follow the Money

1. Ringgold Business Model
  - Serve all supply chain entities
2. Revenues (currently)
  - Publisher pays (35 participants)
  - Subscribers, others pay?
3. Conforming to Standards
  - Where available
4. Some “free” services: Metadata access

# Journal Supply Chain - Fixed



# Benefits (summary)

1. Hierarchic subscriber views
2. Market segmentation metrics & overviews
3. Interoperability between parties
4. Customer service improvements
  - Quick e-access activations
  - Codify entitlements
5. Simplified pricing: Title bundles, “big deals”
6. Central IP registration?

# Presentation - Recap

1. Electronic content delivery: Disruptive
  - Supply chain revisions needed
2. Opportunity for new players
  - Ringgold as “vendor neutral” catalyst
3. Successful solution involves all parties
  - Apply “Subsidiarity” principle for data
4. Institutional metadata should be “standard”
5. Goal: Improved service to end-users

# What Should You Do?

1. As “Institutional Subscriber” representative
  - Maintain & use local information
2. As “Librarian”
  - Gatekeeper for institutional metadata
  - Possibility: IP address ranges
3. As “Information Professional”
  - Provide support/input to standards



# Take Action

1. Choose to participate
  - Search ***Identify*** after April 15
2. Ringgold feedback
  - Edit your institutional metadata
3. Support NISO
4. Do critical thinking
  - What are your local implications?



# Reaction?

## Contact Information

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[www.ringgold.com](http://www.ringgold.com)

[www.journalsupplychain.org](http://www.journalsupplychain.org)